

Social Media

“The qualities that make Twitter seem insane and half-baked are what makes it so powerful.”
- Jonathan Zittrain, Professor of Law at Harvard

“#Twitter: proudly promoting ghastly grammar and silly misspelling since 2006.”
— E.A. Bucchianeri

1. What is Social Media?

- The means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. (high degree of interaction)
- Forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).
- Internet-based software and interfaces that allow individuals to interact with one another, exchanging details about their lives such as biographical data, professional information, personal photos and up-to-the-minute thoughts.

2. Features of Social Media

- User-based
- Interactive
- Community driven

3. Types of Social Media

- Podcasts
- Blogs – Wordpress, Blogger
- Microblogs – Twitter
- Social Networks – Facebook, Friendster, MySpace, LinkedIn
- Wikis – Wikipedia
- Video
- Media Sharing – Instagram, Flickr, YouTube
- Social Catalogue – Goodreads
- Bookmarking sites – Delicious, StumbleUpon, Blinklist
- Social News – Reddit, Digg, Propeller, Slashdot
- Discussion Forums

- RSS (Rich Site Summary) Feeds

4. Positive Impacts of Social Media

- Empower a sense of individualism
- Encourage active participation and interaction
- Generate new commercial activities
- Transcend geographical boundaries for communication
- Facilitate easy communication access to masses for politicians and potential candidates to conduct their campaigns
- Provide greater political transparency
- Foster greater societal cohesion

4. Negative Impacts of Social Media

- Undermine the social and mental well-being of users, especially among youths
- Cultivate users with undesirable traits, such as self-centredness
- Undermine language competency
- Drives a wedge between technocrats and traditionalists
- Affects employment opportunities
- Contributes to cultural erosion
- Undermine the psychological state of individuals.
- Undermine the function of family